TOURIST RECEPTION CENTRE SURVEY

SUMMER 1982

PROJECT #79-093

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Visitor Reception Centre

Survey Summary Results

Spring/Summer, 1982
(April-September)

TABLE I. Total Number of Visitor Registration Forms Received During April-September, 1982

Months	Winnipeg (Core Area)	Falcon Lake	Emerson	Boissevain	Man/Sask Boundary	Total
April	970		-	24	2	996
May	2,785	918	685	237	263	4,888
June	5,463	2,878	1,608	907	1,375	12,231
July	9,851	5,237	2,184	1,559	3,008	21,839
August	8,574	3,870	1,429	1,379	2,314	17,566
September	2,475	1,655	262	409	237	5,038
TOTAL	30,118	14,558	6,168	4,515	7,199	62,558

TABLE II. Origin/Length of Stay in Manitoba;

April-September, 1982

	Number of Nights in Manitoba						
Country	None	1-3 (wknd)	4-7 (1 week)	8-14 (2 weeks)	15-21 3 (weeks)	22+ Longer	Total
Canada	4.0%	35.4%	10.7%	3.1%	0.5%	0.6%	54.2%
U.S.A.	3.9%	26.2%	7.0%	1.5%	0.2%	0.3%	39.2%
Foreign	0.2%	3.0%	1.6%	0.9%	0.4%	0.5%	6.6%
TOTAL	8.1%	64.6%	19.3%	5.5%	1.2%	1.4%	100.0%

TABLE 3 Percent Origin of Non-Resident Visitors Registering at Visitor Reception Centres Within Manitoba (April-September, 1982)

Origin	Percent Non-Resident Visitors*				
	South	East	West	Winnipeg	Total
Canada Total:	8.5%	70.7%	68.9%	59.4%	53.7%
Newfoundland	0.0	0.8	0.2	0.4	0.4
Prince Edward Island	0.0	0.3	0.1	0.2	0.2
Nova Scotia	0.2	1.9	0.9	0.9	1.0
New Brunswick	0.1	1.8	0.5	0.6	0.8
Atlantic Provinces:	0.3	4.7	1.7	2.2	2.5
Quebec	0.3	6.5	2.9	4.9	4.2
Northwestern Ontario	0.1	6.9	0.9	2.6	3.1
Other Ontario	3.2	43.1	16.7	20.7	23.1
Central Provinces	3.6	56.6	20.5	28.2	30.3
Eastern Canada:	3.9	61.3	22.1	30.3	32.8
Saskatchewan	2.4	1.4	11.3	8.9	5.8
Alberta	1.5	4.0	17.4	10.9	7.9
Prairie Provinces:	3.9	5.3	28.7	19.8	13.6
British Columbia	0.7	3.8	17.7	8.9	7.0
Yukon and N.W.T.	0.0	0.2	0.4	0.3	0.2
Western Canada:	4.5	9.4	46.8	29.0	20.8
United States Total:	89.7%	23.8%	27.7%	28.8%	39.6%
Maine	0.0	0.3	0.2	0.1	0.2
New Hampshire	0.0	0.3	0.1	0.1	0.1
Vermont	0.1	0.2	0.2	0.1	0.1
Massachusetts	0.1	0.5	0.4	0.3	0.3
Rhode Island	0.0	0.1	0.1	0.0	0.0
Connecticut	0.2	0.4	0.2	0.2	0.2
New England:	0.4	1.7	1.1	0.8	1.0
New York	0.4	1.4	1.0	1.0	1.0
New Jersey	0.3	0.5	0.5	0.3	0.4
Pennsylvania	0.5	0.8	0.7	0.5	0.6
Middle Atlantic:	1.2	2.6	2.2	1.8	2.0
Ohio	0.8	0.8	0.8	0.6	0.7
Indiana	0.9	0.5	0.4	0.3	0.5
Illinois	2.8	1.2	1.4	1.2	1.5
Michigan	1.3	2.4	2.1	0.9	1.6
Wisconsin	3.2	1.1	1.3	1.1	1.6
East North-Central:	8.9	6.0	6.0	4.1	5.9
Minnesota	19.2	2.6	2.5	7.4	7.8
Iowa	3.3	0.5	0.7	0.7	1.2
Missouri	2.2	0.5	0.3	0.5	0.8
North Dakota	32.7	0.3	0.2	3.1	7.9
South Dakota	3.1	0.1	0.2	0.4	0.8

Table 3 Continued

Origin	Percent Non-Resident Visitors* South	East	West	Winnipeg	Total
Nebraska	2.2	0.3	0.2	0.4	0.7
Kansas	1.5	0.3	0.2	0.4	0.6
West North-Central:	64.1	4.7	4.4	13.0	19.8
Delaware	0.0	0.0	0.1	0.0	0.0
Maryland	0.2	0.3	0.4	0.2	0.2
District of Columbia	0.0	0.0	0.0	0.0	0.0
Virginia	0.3	0.3	0.3	0.2	0.3
West Virgina	0.1	0.0	0.1	0.0	0.1
North Carolina	0.2	0.2	0.3	0.1	0.2
South Carolina	0.1	0.1	0.1	0.1	0.1
Georgia	0.3	0.1	0.2	0.1	0.1
Florida	1.3	1.3	1.6	0.8	1.2
South Atlantic:	2.5	2.4	3.2	1.6	2.3
Kentucky	0.3	0.1	0.1	0.1	0.1
Tennessee	0.4	0.2	0.1	0.2	0.2
Alabama	0.3	0.1	0.1	0.1	0.1
Mississippi	0.3	0.0	0.1	0.1	0.1
East South-Central:	1.3	0.4	0.4	0.4	0.6
Arkansas	0.3	0.1	0.1	0.1	0.2
Louisiana	0.5	0.1	0.1	0.2	0.2
Oklahoma	0.9	0.1	0.1	0.3	0.3
Texas	1.9	0.6	0.7	0.6	0.9
West South-Central:	3.6	1.0	1.0	1.1	1.6
Montana	0.5	0.1	0.2	0.2	0.3
Idaho	0.2	0.1	0.1	0.1	0.1
Wyoming	0.3	0.0	0.1	0.0	0.1
Arizona	0.6	0.4	0.6	0.3	0.4
Utah	0.2	0.1	0.1	0.1	0.1
Colorado	0.8	0.3	0.3	0.4	0.4
Nevada	0.2	0.1	0.1	0.2	0.1
New Mexico	0.3	0.1	0.1	0.1	0.1
Mountain:	3.1	1.2	1.6	1.4	1.7
Washington	1.2	0.7	2.0	1.2	1.2
Oregon	0.6	0.4	1.0	0.5	0.6
California	2.6	2.6	4.6	2.7	2.9
Alaska	0.2	0.1	0.4	0.1	0.2
Hawaii	0.0	0.0	0.0	0.0	0.0
Pacific	4.5	3.8	7.9	4.6	4.8
Great Britain	0.2	0.8	0.8	2.9	1.5
Europe	1.2	4.1	1.8	6.7	4.2
Other	0.4	0.6	0.8	2.2	1.2
Foreign Total	1.8	5.5	3.4	11.8	6.9
TOTAL:	100.0%	100.0%	100.0%	100.0%	100.0%

* May not equal 100.0% due to rounding of figures.

Table 4 Percentage - Origin/Accommodation

(For Those Remaining One or More Nights)

April - September, 1982

Country	Hotel/ Motel	Camping	Friends/ Relatives	Other	Multiple	Total
Canada	34.3	43.3	17.1	1.8	3.5	100.0%
U.S.A.	49.3	42.9	4.2	1.2	2.4	100.0
Foreign	20.6	31.8	30.3	13.8	3.5	100.0
TOTAL	39.2	42.4	13.1	2.4	2.9	100.0

Table 5 Activities While in Manitoba of Visitors Registering at Manitoba Visitor Reception Centres, April - September, 1982

Origin	Special Event/ Festivals	General Fishing Trip	Northern Fishing Trip	Sightseeing: Rural Areas	Sightseeing: Visiting Winnipeg
Canada	5.8	1.1	0.3	52.2	63.0
Newfoundland	7.1	0.6	0.6	57.4	70.4
Prince Edward Island	2.4	1.2	0.0	60.0	67.1
Nova Scotia	4.4	0.6	0.2	55.9	62.2
New Brunswick	3.0	0.3	0.3	63.6	63.9
Atlantic Provinces:	4.2	0.5	0.3	59.1	64.4
Quebec	3.4	0.4	0.1	50.5	70.8
Northwestern Ontario	8.5	0.8	0.1	56.1	72.6
Other Ontario	3.9	0.8	0.3	57.3	64.3
Central Provinces	4.3	0.8	0.3	56.3	66.0
Eastern Canada:	4.3	0.7	0.3	56.5	65.9
Saskatchewan	11.3	1.6	0.3	37.7	52.3
Alberta	7.6	2.5	0.3	47.7	59.1
Prairie Provinces:	9.2	2.1	0.3	43.3	56.1
British Columbia	6.5	1.1	0.1	48.8	62.6
Yukon and N.W.T.	6.2	2.1	1.0	56.7	51.5
Western Canada:	8.2	1.8	0.2	45.3	58.3
United States:	5.5	4.3	3.6	44.5	62.8
New England:	3.1	1.6	0.2	66.0	66.2
Middle Atlantic:	4.3	1.3	0.6	58.4	72.9
Ohio	5.5	5.8	2.1	56.7	68.8
Indiana	3.8	6.1	2.8	53.3	62.7
Illinois	3.1	2.9	3.7	48.5	64.6
Michigan	2.8	2.3	3.0	66.4	65.3
Wisconsin	4.0	4.0	3.5	51.9	62.3
East North-Central	3.6	3.7	3.2	55.7	64.6
Minnesota	6.6	3.0	2.5	26.5	66.2
Iowa	5.4	10.5	7.6	45.8	52.7
Missouri	2.9	7.3	4.4	45.2	59.0
North Dakota	7.7	6.6	4.5	32.3	50.5
South Dakota	6.8	4.3	10.8	45.0	46.5
Nebraska	3.5	8.5	15.8	44.7	55.6
Kansas	5.4	2.7	7.0	54.7	59.7
West North-Central	6.7	5.3	4.7	33.0	57.4
South Atlantic:	4.1	2.7	1.5	58.3	70.8
East South-Central:	4.3	4.3	2.7	50.8	60.5
West South-Central	4.7	5.2	5.9	47.7	67.3

Table 5 Continued

Origin	Special Event/ Festivals	General Fishing Trip	Northern Fishing Trip	Sightseeing: Rural Areas	Sightseeing: Visiting Winnipeg
Mountain:	5.3	6.7	5.8	57.2	64.3
Pacific:	4.3	2.3	0.7	57.4	73.6
Great Britain	1.7	0.7	0.0	34.0	86.7
Europe	3.0	1.0	0.8	47.0	85.9
Other	2.0	0.9	0.4	33.2	86.2
Total Foreign:	2.5	0.9	0.5	41.8	86.1
Grand Total:*	5.4	2.4	1.6	48.3	64.5

* Does not include "Manitoba" or "missing" categories.

Table 5 Continued: Activities While in Manitoba of Visitors Registering at Manitoba Visitor Reception Centres, April - September, 1982

Origin	Visiting Friends/ Relatives	Outdoor Recreation	Shopping Trip	Horse Races	Non-Pleasure Trip
Canada	28.7	24.9	13.3	1.1	7.3
Newfoundland	18.9	31.4	18.3	1.8	6.5
Prince Edward Island	30.6	23.5	14.1	1.2	8.2
Nova Scotia	21.7	30.8	13.5	1.1	10.8
New Brunswick	21.3	27.5	13.2	0.5	10.2
Atlantic Provinces:	21.8	29.2	14.2	1.0	9.7
Quebec	17.2	26.8	12.0	0.9	6.8
Northwestern Ontario	30.0	30.4	25.1	1.6	9.1
Other Ontario	23.5	29.8	13.7	1.2	6.6
Central Provinces	23.3	29.4	14.6	1.2	6.9
Eastern Canada:	23.2	29.4	14.6	1.2	7.1
Saskatchewan	35.4	15.9	13.3	1.2	10.8
Alberta	37.3	18.9	10.4	0.7	6.8
Prairie Provinces:	36.5	17.6	11.7	0.9	8.5
British Columbia	40.0	17.7	10.6	0.7	5.3
Yukon and N.W.T.	19.6	23.7	8.2	1.0	13.4
Western Canada:	37.5	17.7	11.3	0.9	7.5
United States:	6.1	25.3	23.4	9.4	2.5
New England:	5.3	34.0	11.1	0.7	3.1
Middle Atlantic:	8.1	30.2	15.3	1.6	2.6
Ohio	9.1	36.1	17.6	2.7	3.0
Indiana	6.1	25.0	16.5	3.8	3.3
Illinois	8.8	26.3	18.6	5.1	2.8
Michigan	6.8	33.7	15.2	1.6	1.4
Wisconsin	6.9	28.7	18.6	3.5	2.0
East North-Central	7.6	30.1	17.4	3.3	2.3
Minnesota	5.0	19.1	33.8	15.5	2.6
Iowa	4.5	31.6	16.8	6.7	3.4
Missouri	4.7	29.2	25.1	6.8	0.8
North Dakota	2.8	20.7	31.0	19.5	3.1
South Dakota	4.5	20.9	19.6	10.3	2.5
Nebraska	8.2	31.3	19.0	5.6	2.3
Kansas	5.8	31.4	23.6	7.8	0.8
West North-Central	4.2	21.8	29.9	15.4	2.7
South Atlantic:	7.0	28.7	16.6	2.8	1.9
East South-Central:	5.5	29.3	19.1	3.1	3.9
West South-Central	7.2	31.2	20.0	5.2	1.8

Table 5 Continued

Origin	Visiting Friends/ Relatives	Outdoor Recreation	Shopping Trip	Horse Races	Non-Pleasure Trip
Mountain:	9.0	31.0	18.6	5.0	3.1
Pacific:	9.7	25.2	15.3	2.5	1.6
Great Britain	45.1	14.3	8.2	1.3	1.3
Europe	24.8	25.0	10.7	1.5	5.3
Other	34.1	13.5	5.5	0.4	4.6
Total Foreign:	30.8	20.7	9.3	1.3	4.3
Grand Total:*	19.7	24.8	17.1	4.5	5.1

* Does not include "Manitoba" or "missing" categories.

TABLE 6 Average Length of Stay in Manitoba by Origin (For all Overnight Visitors and for Those Whose Destination is Winnipeg or Manitoba)

ORIGIN:	Average Length of Stay (Nights)	
	All Overnight Visitors	Visitors Destined for Winnipeg or Manitoba
Canada	3.93	7.30
Newfoundland	4.40	13.86
Prince Edward Island	4.95	14.32
Nova Scotia	3.68	10.76
New Brunswick	5.39	22.83
Atlantic Provinces:	4.49	15.73
Quebec	3.77	10.47
Northwestern Ontario	4.22	5.24
Other Ontario	3.67	8.27
Central Provinces:	3.74	7.74
Eastern Provinces:	3.76	8.15
Saskatchewan	3.97	4.90
Alberta	3.98	6.87
Prairie Provinces:	3.97	5.78
British Columbia	4.43	8.54
Yukon and N.W.T.:	4.82	17.53
Western Canada:	4.14	6.54
United States:	3.40	4.39
New England:	2.82	8.20
Middle Atlantic:	2.96	6.59
Ohio	3.10	5.27
Indiana	3.11	5.02
Illinois	3.68	6.52
Michigan	3.00	7.91
Wisconsin	3.03	4.59
East North Central:	3.20	5.76
Minnesota	3.08	3.43
Iowa	4.54	6.73
Missouri	4.11	6.76
North Dakota	2.95	2.97
South Dakota	3.79	4.38
Nebraska	4.91	6.60
Kansas	3.74	5.11
West North-Central:	3.29	3.61
South Atlantic:	3.73	8.72
East South-Central:	4.44	8.08
West South-Central:	4.30	6.14
Mountain:	4.90	9.07
Pacific:	3.24	6.54
Great Britain	10.62	19.12
Europe	8.87	20.43
Other	8.17	16.53
Foreign Total:	9.12	19.35
Grand Total:	4.09	6.50

* Grand Total Does not Include Categories of "Manitoba" or "Missing".